

Digital Promotions

Bank Focus



LifeGreen Checking for Students
is music to your earbuds.

Enjoy this **FREE**
music download card.



REGIONS

IVY FUNDS[®]



FOUR



Just us kids **MySavingsMyTunes**

You save, we reward!
Download a song, just for
saving with U.S. Bank!



usbank
Five Star Service Guarantee

See branch for details. Member FDIC.



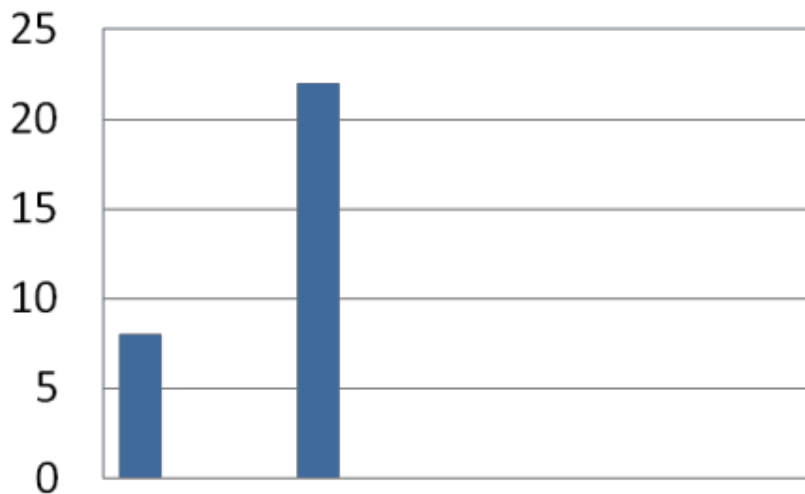
**WACHOVIA
SECURITIES**

The Digital Promotion Revolution

❖ Online promotions are expected to triple from \$8 billion to \$22 billion by 2012, outpacing all other forms of online advertising.

- According to a 2008 study by Borrell Associates

Estimated Growth of Online Promotions*



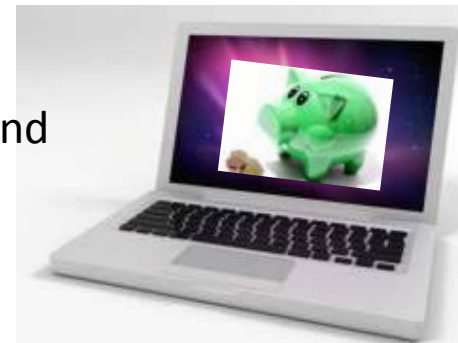
Digital Promotions Goals and Objectives

- ❖ **Execute an exciting promotion that will increase account holders, loyalty, and brand awareness.**
 - ❖ **Drive customers to the bank's website** – link the redemption process off the bank's website.
 - ❖ **Collect customer data / information for future marketing purposes** - add a quick, inexpensive survey, that customers must complete in order to redeem their promotional card.
 - ❖ **Motivate customers to join the bank's Facebook** - by offering a reward upon completion.
 - ❖ **Measure ROI** – require measurable action by customers in order to receive their reward.
 - ❖ **Green Promotional Solutions** – 100% internet based solutions and green production solutions available



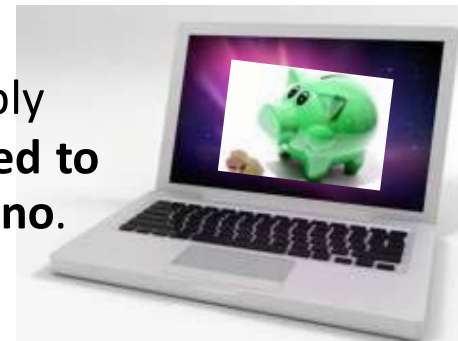
Digital Entertainment Rewards

- ❖ **Music Download Cards** – Customers select from 3.5+ million songs for their iPod / digital player or ringtones for their cell phone.
- ❖ **Audiobook Download Cards** – Customers select from 75,000 books for their iPod, digital player, or cell phone.
- ❖ **Custom Electronic Skins** – Customers select from thousands of images (professional teams, college logos) or create their own design for a custom look to their iPod, cell phone, or laptop. Skins are custom printed, cut to fit the contours of each device, and shipped to the customer.
- ❖ **On-Line Sweepstakes Cards** – Prize pool tailored to maximize customer excitement, based on target demographics and promotion budget.
- ❖ **Personalized Luggage Tags** – Customers upload their photo and contact information. Two luggage tags (with straps) are custom printed, with the brand's logo and then mailed to the customer.



Promotional Opportunities

- ❖ **Paperless Statement Incentive** – Help protect the environment by enrolling in paperless billing and you will receive a FREE digital entertainment card.
- ❖ **New Account Gift** – Reward customers who open a new checking, savings or CD account
- ❖ **Financial Planning** - Statistics show that audio book listeners are well educated, have higher incomes, hold professional positions and tend to be 30 years or older, making our **Audiobook Download Cards (which carry a retail value of \$25) an ideal** incentive tool for financial planners .
- ❖ **Online Bill Payment** - Save money and reduce the environmental footprint online bill payment. Motivate customers to sign up for and try online bill payment services.
- ❖ **Student Loan Applications** - Motivate students to apply for a student loan with an **Instant Win Mystery Card guaranteed to win music downloads, a \$20 Starbucks gift card or an iPod Nano.**



Delivering the Customers Reward

- ❖ Digital entertainment code can be delivered via a custom printed gift card or email.
 - Custom printed gift card
 - * 4-color process front.
 - * Unique code and brand's web address is printed on the back
 - * Size and thickness of traditional gift card
 - * Printed on recycled plastic
 - * Can be glue-tipped inside accompanying marketing materials



Promotion Execution – Reward Delivery

❖ Email Delivery

- Instant gratification.
- Environmentally friendly
- Unique code and web address is printed in the email
- Economical ... no printing, no postage

Thank you for your recent enrollment in paperless billing. Please follow these directions to redeem your Laptop Skin.

Number of Laptop Skins: 1
Coupon Code - 3771651067
Coupon Code Expires:12-31-09

Redeeming your Laptop Skin credit is easy; simply follow these instructions:

- Step 1: Log onto www.mediatecinc.com
- Step 2: Enter your Coupon Code
- Step 3: Select your laptop model from the device list.
- Step 4: Select the Laptop Skin design of your choice or create your own design.
- Step 5: Add the selected skin to the cart and "Check Out".
- Step 5: Fill out mailing address form.
- Step 6: Click on "Submit" and your Laptop Skin will be delivered to you via UPS Innovations.

Need Help? Visit our "Help" section for more details
Customer Service: 1-866-888-8888



Collect customer data / information for future marketing purposes

Georgetown University

Apply Today! Visit <http://summerschool.georgetown.edu>

CHOOSE CHANGE

THIS SUMMER AT Georgetown University.

Link yourself into Washington, DC, at Georgetown University this summer.

Learn with students from all over the world while you experience life in the nation's capital.

Network with professionals who can help you advance your career.

Enjoy the Georgetown shopping district, area parks, national monuments, museums, art, nightlife and nearby Maryland and Virginia beaches.

Slide up the corporate ladder and take advantage of an opportunity that can happen only this summer at Georgetown.

CHOOSE FROM OVER 300 COURSES

Over 300 courses from the medical center - including MD, MBA, Business, and Law - are available. For more information, visit <http://summerschool.georgetown.edu>.

ADDITIONAL SPECIAL PRICING:

Internship: Disney: The Semester in Washington Program
July - August 2007
A special internship at DC's largest entertainment, film, museum, and education center. Includes a 12-week summer internship with a Disney company through our medical center.
<http://summerschool.georgetown.edu>

Summer Arabic and Persian Language Institute
10 Weeks June 1 - July 5, 2007
and beyond. For more information, visit <http://summerschool.georgetown.edu>.

[HTTP://SUMMERSCHOOL.GEORGETOWN.EDU](http://summerschool.georgetown.edu) • 202.687.8700

Contact Information

- * First Name
- * Last Name
- Phone Number (not required)
- * Address
- Address 2
- * City
- * State
- * Zip Code
- * e-mail Address

Are you interested in graduate or undergraduate courses?

- * Graduate
Yes
No
- * Undergraduate
Yes
No
- * Current University:

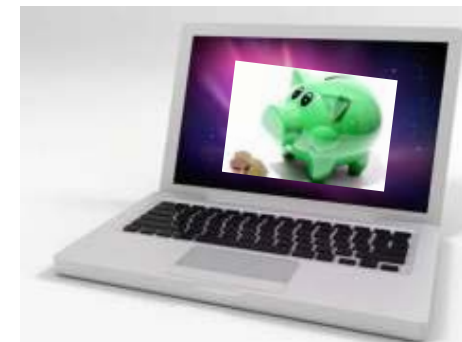
❖ Customers can be required to complete a survey / registration page or view a video, in order to select their digital entertainment.

- Company determines the questions / data fields.
- Data belongs to the company exclusively.
- Data is provided via electronic file.



Motivate customers to join social media sites such as Facebook, Twitter, or LinkedIn

- ❖ Invite customers/prospects to join the business' Facebook page
 - as thank you, win digital incentives or other larger prizes
 - Once customer becomes Fan, they can click on your Facebook Promotion to see what they have won
 - Note: Promotion can be limited to fans of your Business Facebook page



Reward the Consumer - Music Downloads

- ❖ Customer choice of either music downloads or cellular ringtones
- ❖ All MP3 Library – same format as iTunes
- ❖ 3.5+ Million songs - all labels and thousands of independent artists
- ❖ No Software or Music Player download required
- ❖ Live Customer Service
- ❖ Latino Music Store - available



The screenshot shows the PureTracks website interface. At the top, the URL 'puretracks.com' is displayed in a blue oval. To the right, there are links for 'My Account | Help | Login' and a shopping cart icon showing '0 Items in Cart'. Below the navigation bar, there are tabs for 'home', 'browse', 'new releases', 'just added', 'top 100', 'gifts', and 'radio'. A search bar is located on the left side. The main content area features a large banner for the 'Coca-Cola Fountain Music Download Promotion!' with a background image of a fountain and silhouettes of people. Below the banner, there is a section titled 'Here's How To Get Started' with instructions on how to redeem the promotion. The instructions include: 'It is very important to keep your PIN and Serial Number on file. You will be unable to redeem your downloads without it.' and 'The PIN and Serial Number will be used upon checkout instead of, or in combination with a credit card. Redeeming your Puretracks credit is easy; simply follow these instructions: STEP 1: Use the "Search" or "Browse" feature to find the track or album you want to download. STEP 2: Select the track/s or album and add to the cart. When finished shopping select "Check Out". STEP 3: Fill out short registration form. If you are already registered, enter e-mail address and password. STEP 4: Under "Alternative Payment" section, enter your Serial Code, PIN and Total Dollar amount of your Purchase. Then click on apply to Balance. STEP 5:'. At the bottom left of the screenshot, the URL 'http://us.puretracks.com/CokeFountain.aspx (1 of 2) 04/06 10:30 AM' is visible.



Reward the Consumer - Audiobook Downloads

75,000+ Titles

Browse & Discover

Audiobooks

- Business
- Classics
- Erotica & Sexuality
- Fiction
- History
- Kids & Young Adults
- Mysteries & Thrillers
- Romance
- Sci-Fi & Fantasy
- Self Development
- More Categories

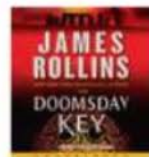
Audio Entertainment

- Arts & Entertainment
- Comedy
- Newspapers & Magazines
- Nostalgia Radio
- Radio & TV
- Podcasts



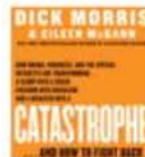
Audible offers over 60,000 titles, including best-selling audiobooks, new releases, radio shows, audio newspapers & magazines and more.

Best-Selling Audiobooks



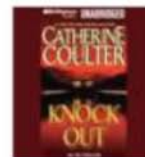
Sample < >

[The Domsday Key \(Unabridged\)](#)
James Rollins



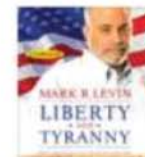
Sample < >

[Catastrophe](#)
Dick Morris, Eileen McGann



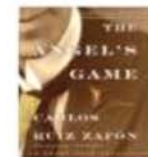
Sample < >

[KnockOut \(Unabridged\)](#)
Catherine Couler



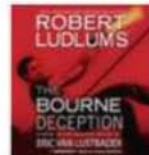
Sample < >

[Liberty and Tyranny \(Unabridged\)](#)
Mark R. Levin



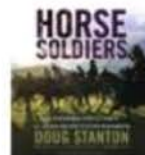
Sample < >

[The Angel's Game \(Unabridged\)](#)
Carlos Ruiz Zafon



Sample < >

[The Bourne Deception \(Unabridged\)](#)
Robert Ludlum, Eric Van Lustbader



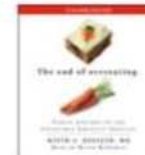
Sample < >

[Horse Soldiers \(Unabridged\)](#)
Doug Stanton



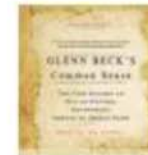
Sample < >

[Relentless \(Unabridged\)](#)
Dean Koontz



Sample < >

[The End of Overeating \(Unabridged\)](#)
David A. Kessler



Sample < >

[Glenn Beck's Common Sense \(Unabridged\)](#)
Glenn Beck

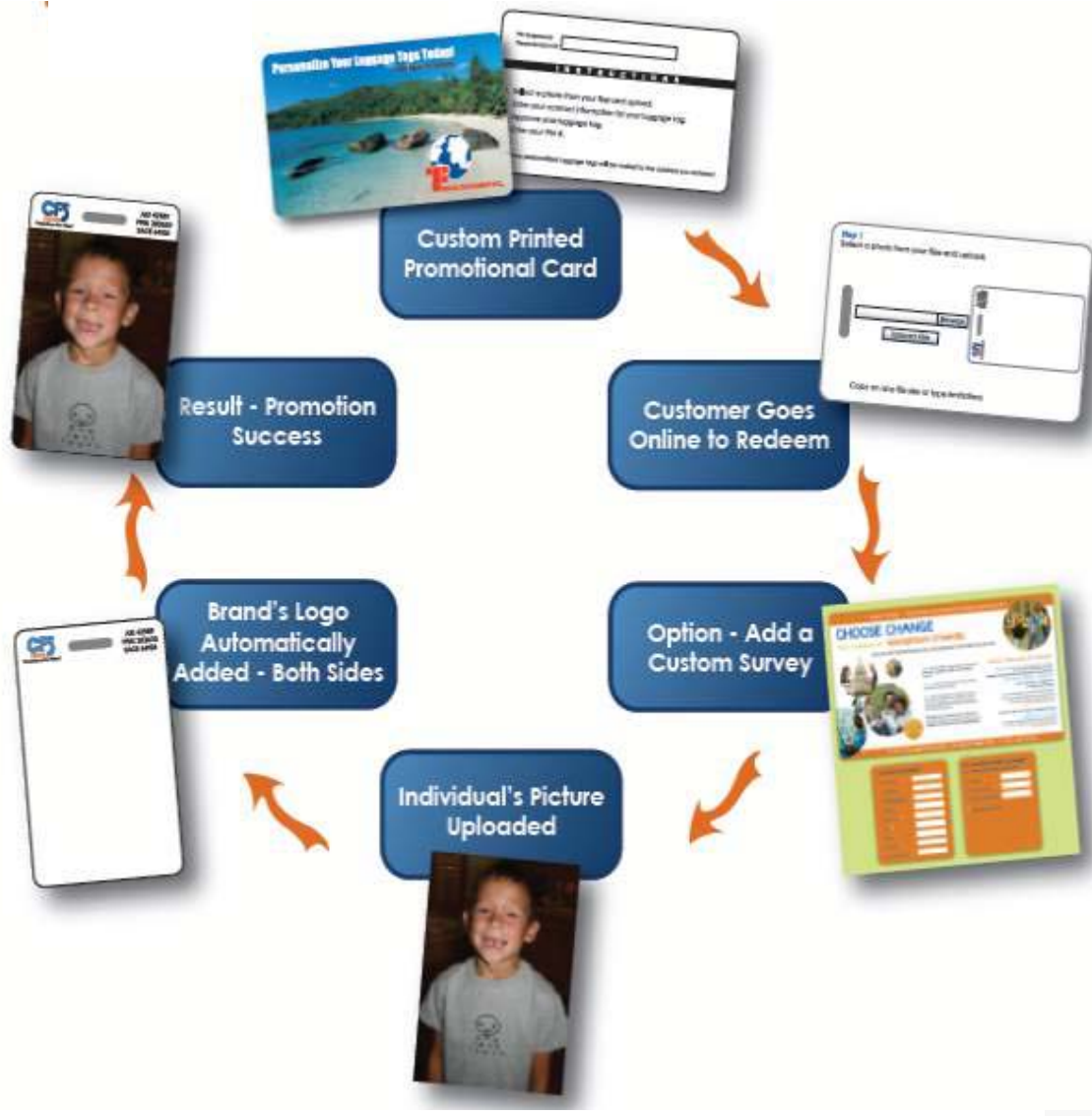


Reward the Consumer - Custom Skins

1000's of licensed images ... all professional teams,
NCAA, Disney & more



Reward the Consumer – Personalized Luggage Tags



Reward the Consumer - On-Line Sweepstakes

- ❖ Customers must complete the registration / survey, to find out the prize they have won.
 - Customize the registration fields to capture data for future marketing initiatives.
- ❖ Combine with any of the digital reward products or a unique prize pool.
 - Mix in iPods, Gift Cards, or a Trip to add excitement and increase customer participation.
- ❖ Everyone is a winner!

Find Out What You Have Won!

Simply fill out the prize fulfillment form below and click "Submit." Your prize will be instantly revealed via pop up screen and email.

First Name*

Last Name*

Company

E-mail Address*

Home Address (No P.O. boxes, please!)*

Phone Number (including area code)

PIN number from scratch-off card*

* Indicates required field

SUBMIT

YOU'RE A WINNER!

Free Music Downloads,
\$20 Starbucks Gift Card,
or an iPod Nano.
See back for details.

1. Log on to www.incentivetracks.com/instantwin
2. Fill out the prize fulfillment form and click "Submit".
3. Your prize will be instantly revealed via pop up screen and email.
4. Please print pop up screen or email for your records.
5. Physical prize will be sent to address given on fulfillment form, within 3 business days.

Pr promotional use only; not for resale. Only valid in US and Canada.
Expiration Date:



Digital Promotion Benefits

- ❖ **Web Based Promotion** – relate with today's customers.
- ❖ **Universal appeal** – multiple products allow the bank to target their demographic profile with a meaningful reward.
 - With thousands of songs, audiobooks, and custom skins to select from, everyone will find an image to their taste.
- ❖ **High-value, Low-cost Premium**
- ❖ **Turnkey Promotion** – from card production, to survey creation / data capture / reporting, to digital entertainment delivery.
- ❖ **Made in the USA**



Why Digital Promotions?

Increase customer loyalty,
deposits, and company brand
awareness

- ❖ Drive customers to bank's website
- ❖ Collect customer data / information for future marketing purposes
- ❖ Motivate customers to join their social media sites such as Facebook, Twitter, or LinkedIn
- ❖ Measurable ROI on their promotional spending

